



Seminole Shorts

NEWSLETTER

Spring 2001

From the Director's Chair

As we begin the second quarter of 2001, things are looking positive for Florida's Natural Choice. With new and innovative ideas and a targeted marketing plan, tourism continues to rise in Seminole County. Focus on natural offerings, heritage, sports, golf and shopping provides an interest for all travelers. And, as we celebrate the new domestic terminal complex at the Orlando Sanford International Airport a boost in tourism for Seminole County looks promising.

Trade Shows

Seminole County continues to exhibit active participation in trade shows in order to enhance our presence as a unique travel destination.

Throughout the first quarter of 2001 Seminole County was represented at the following trade shows:

- American Bus Association Show
- Visit FLA New York Media Mission
- Eastern Sports, Boat, Camping, Travel & Outdoor Show
- Vakantiebeurs, Netherlands
- Florida Huddle
- Cincinnati Travel & Sports Show
- ITB in Berlin, Germany

Outreach efforts such as trade shows allow Seminole County to build relationships with journalists and travel professionals.

Media Relations

Seminole County Convention & Visitors Bureau has hired Bennett & Company Marketing to promote Seminole County to the media and other top influencers. Our objective is to heighten awareness of Seminole County as a unique travel destination. The goal of the marketing plan is to create more tourist business for your business.

In order to obtain increased media coverage for Seminole County as a tourist destination, two new programs have been implemented for qualified travel journalists, the **Media Passport Program** and **Camp Seminole**. All journalists are individually prescreened by Bennett & Company to evaluate their professional qualifications and interest in Seminole County.

- The **Media Passport Program** is designed to tailor to the journalists' story angle as well as the target market of participating hotels, attractions and restaurants. The program has already been successful in hosting journalists from Sky TV in London, equivalent to CNN with a viewership of 10 million; SeaCoast Woman, a New Hampshire cable television station with a household viewership of 60,000; and de Telegraaf, the leading newspaper in Holland.
- **Camp Seminole** presents "Florida's Natural Choice" as a great travel destination by providing detailed itineraries and guided tours for media groups. Camp Seminole is scheduled to kick-off with "Discover Florida's Natural Choice", May 31st through June 2nd.

If you are interested in participating in the **Media Passport Program** or **Camp Seminole** feel free to contact Bennett & Company at 407/425-6040 or email Seminole@bennettandco.com.

If someone you know would like to receive a copy of **Seminole Shorts** let us know via email at mmharris@co.seminole.fl.us or call (407) 665-2900.

New Brochures & Advertisements

New creative projects including brochures, advertisements and information booths target travelers, media and Seminole County residents.

- **Swimming in Seminole County** is designed to attract swim teams to our great training facilities; this brochure provides information on two aquatic locations in Seminole County, the Lake Brantley Aquatic Center and the Sanford Seminole Aquatic Center.
- **Sunshine State Games Advertisement** promotes Seminole County as a host for a variety of amateur sports during the 2001 Sunshine State Games and also as a one-stop venue for fans offering food, fun and rooms.
- **American Softball Association Advertisement** focuses on family and sports travel to Seminole County providing close proximity to the attractions without the distractions.

Coming Soon ~ A whole new look for the Seminole County information booths at the Orlando Sanford International Airport.

TDC

The **Seminole County Convention & Visitors Bureau** announced Tourist Development Tax, also known as “**bed tax**,” collections for December 2000 and January 2001 were once again higher than projected.

- **Five percent** more bed tax revenues collected than projected in January 2001
- **Two percent** more tax revenues collected in December 2000 than projected
- **Seven percent** FY increase from Oct.-Dec 1999 and January 2000

The Tourist Development Tax is a three percent charge collected on stays at each of Seminole’s short-term accommodations facilities.

Seminole County Tourist Development Council 2001 Meeting Schedule	
May 10, 2001	Gina’s On the Water (National Tourism Month Luncheon)
June 14, 2001	Best Western Marina Hotel
July 12, 2001	Hilton Orlando/Altamonte Springs
August 9, 2001	Hilton Garden Inn, Lake Mary
September 13, 2001	SpringHill Suites Sanford
October 11, 2001	Homewood Suites, Lake Mary
November 8, 2001	SpringHill Suites, Altamonte Springs
December 13, 2001	Courtyard by Marriott, Heathrow

FASCINATING FACT:

Sanford was known as the “Celery Capital” until the late 1970’s.

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2001 Sports Calendar

Seminole 7 Soccer Series	January, June & August
USA Roller Sports Quad Nationals	February 22-25
USTA National Open Championships	April 7-11
USA Rugby Women's Collegiate Sweet 16	April 21-22
Sunshine State Summer Games	June 14-17
USTA/Florida Section State Closed Championships	June 16-22
US Amateur Soccer Association National Cup	July 13-15

Sports Report

The **Central Florida Sports Commission** announced sports projections for 2001 events held in Seminole County.

- ❖ **Projected participation = 5,420**
- ❖ **Projected economic impact = \$4,179,618**
- ❖ **Projected hotel room nights = 8,725**
- ❖ **Projected tax recovered = \$63,512**

In addition, Seminole County will be the team training home to swimming, golf, international/professional soccer, lacrosse, softball and baseball.

Featured Attraction

Seminole Safari "The Other Central Florida" is an eco-tour that promises a full day of adventure on the water and in the wilderness of the real Florida.

Hike along the pristine riverside, view wildlife, learn about the Seminole Indian Wars and the Florida pioneer era, roar across lakes or journey on waterways into black-water sloughs. It's all in day's fun at Seminole Safari.

Choose from a variety of tours:

- **4-hour adventure tour** – Begins at 8:30 a.m. with an exhilarating airboat ride followed by an exploration journey into the woods. The tour is \$59.00 for individuals and free for children under the age of 3.
- **Afternoon mini-tour** – Devoted to the pioneer era of Florida and the natural wetland community area, the tour begins with a guided tour through original pioneer homes from the late 1800s and early 1900's and concludes with either a hiking tour or a vehicle tour through a wetland community. Rates begin at \$39.00 for individuals and children under 3 are free.
- **Full Day Seminole Safari** – Combines both the adventure tour and the mini-tour to give visitors a full day of adventure and fun. Runs 8:30 a.m. to 5:30 p.m. and includes a traditional Florida fare lunch entrée. Prices are \$99.00 for adults, \$79.00 for children ages 4 through 12 and free for children ages 3 and under.

Seminole Safari begins and ends at the Sanford Chamber of Commerce and is operated by president Rita Johnson and vice-president DeWayne Johnson of All Seasons Commerce, Inc. For more information or to make reservations call toll-free at 1-877-387-4452, worldwide at 407/349-2080 or visit the website at www.allseasonscommerce.com.



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